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The reputation of Toni Schiesser, Germany's dynamic woman couturière who has over 100 employees in her workrooms, has become even more firmly established in the fashion world as a result of this season's outstanding collection. Having, like Chanel or Balmain, never made any concessions to recent "popular" fashions, she is obviously delighted at the return of elegant, "ladylike" fashions, to which she adds her own very personal touch with her inimitable flair for flattering wearability. Consequently the Autumn/Winter fashion showing, which the charming couturière held in the Frankfurter Hof in Frankfurt ●●●

The
T
oni
Schiesser
Touch—
from St.Gall
with
Style!



Attractive evening dress in brown organza, with gold, ochre and turquoise embroidery by Forster Willi & Co., St. Gall.

▶ Youthful evening dress in lilac organza, with brightly coloured embroidery and hand appliquéd guipure motifs by Union Ltd. St. Gall.







Romantic evening gown in silk and wool tulle embroidery by A. Naef & Co. Ltd., Flawil.

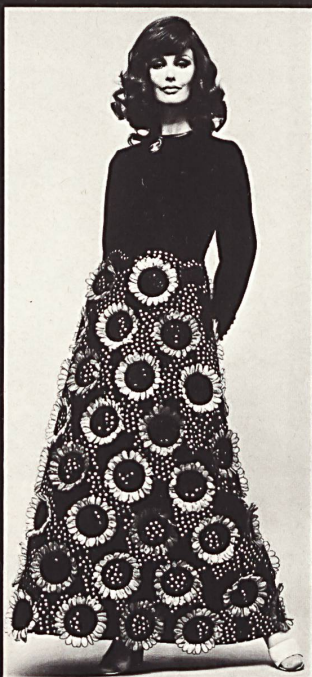
◀◀
Evening dress in multicoloured silk tulle embroidery by A. Naef & Co. Ltd., Flawil.

▶
Filmy evening dress in silk organza with embroidery applications in multicoloured rayon by Union Ltd., St. Gall.

▼◀◀
Party and cocktail dress in black embroidery on black velve with silver spangle insertions and applications of flowers in pink, yellow and lilac organza by Jakob Schläpfer & Co. Ltd., St. Gall.

▼◀
Original party dress with woollen flowers appliquéed on organza with multicoloured embroidery by Union Ltd., St. Gall.

▼



as usual, lived up to the fashion world's high expectations, and fashionable society from the financial, business and diplomatic circles to which Toni Schiesser's large clientele mainly belongs, was lavish in its spontaneous and wholehearted approval. Not only did the coats, suits and outfits in striking fabrics—often with rich fur trimmings dyed in the same shade as the material—show superlative chic, but the gala gowns all possessed that unmistakable aura of femininity and charm characteristic of Toni Schiesser's evening models, combined with her consummate skill in working mainly ●●●

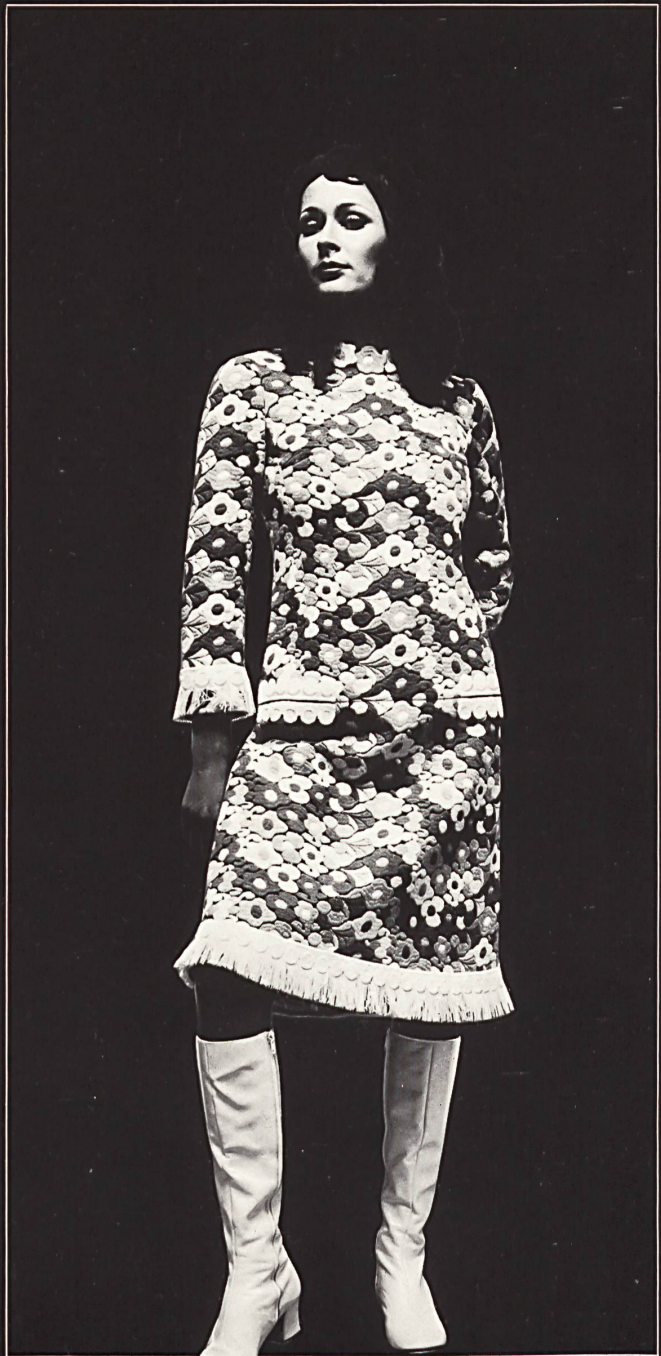
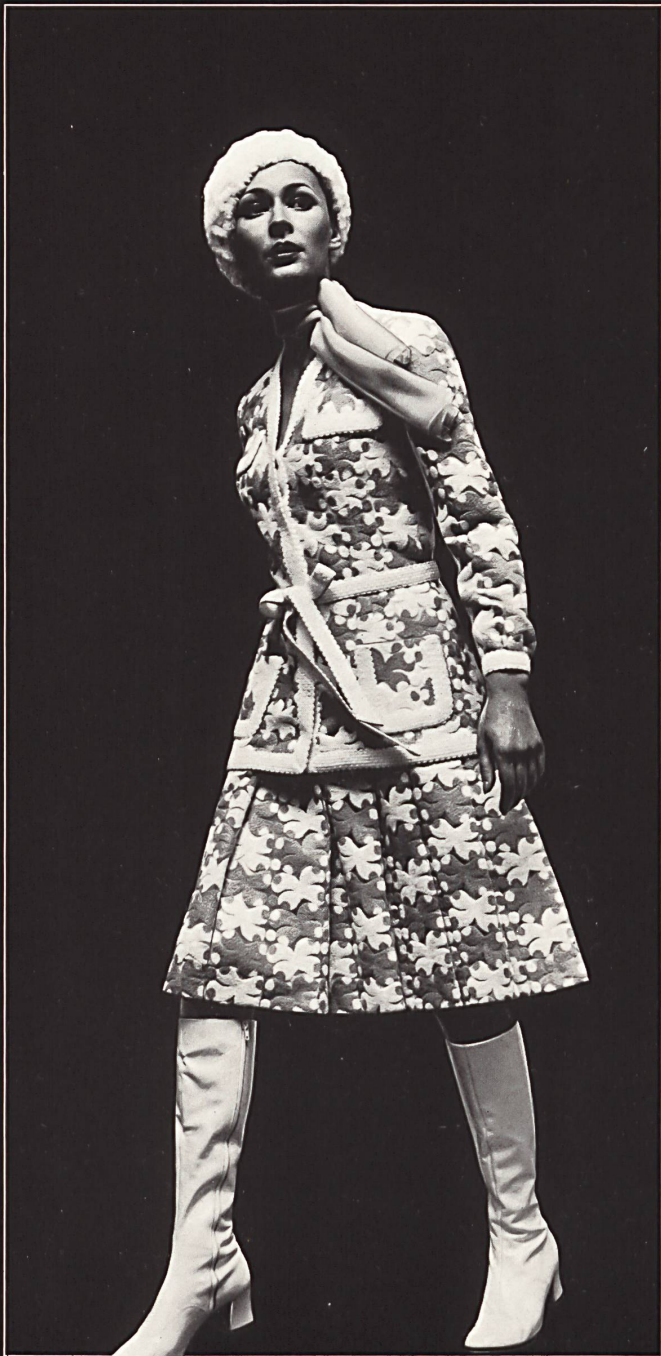
Fashionable afternoon dress in white woollen fabric with embroidered edging in lime green and red by Forster Willi & Co., St. Gall.



Attractive ensemble in blue and white guipure embroidery on "glass" fabric by Jakob Schläpfer & Co. Ltd., St. Gall.



Afternoon dress in three-coloured woollen embroidery with white braid by J. G. Nef & Co. Ltd., Herisau.









with priceless embroideries and laces, for the most part made in Switzerland. With an almost intuitive touch she handles guipure, cut-out embroidery, spangled and other types of embroidery and succeeds through clever cutting and skilful understatement in bringing out the beauty of these textile specialities. The "Grande Dame" of German couture not only gives her attention to the minutest fashion details in her creations, but styles them with a view to pleasing and flattering her many clients, who consequently willingly and unquestioningly accept the fashion dictates of this experienced and gifted couturière !



A series of lovely afternoon and cocktail dresses:

- ▲ Embroidered silk organza by A. Naef & Co. Ltd., Flawil.
- ▲ Multicoloured embroidered organza ground with hand appliquéd guipure motifs by Union Ltd., St. Gall.
- ▲▲ Woollen flowers appliquéd on organza with multi-coloured embroidery by Union Ltd., St. Gall.
- ▶ Silk and wool tulle embroidery by A. Naef & Co. Ltd., Flawil.
- ▲ Cut-out embroidery on organza, re-embroidered in two colours by Union Ltd., St. Gall.